

Distribution
President's Memo number 2

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National Association of Educational Broadcasters

P R E S I D E N T ' S M E M O

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The 2000 Megacycle Question

The introduction of this question into the consideration of the appropriation to implement the ETV legislation is a cause for concern--on two scores. First, as enunciated by Congressman Bow (R. Ohio), it is used to suggest that it is such an inexpensive method of providing ETV that there is no need for the government to appropriate funds for standard ETV broadcast development. Second, as used by Congressman Ashbrook (R. Ohio), it is being used as a means of catering to all elements who are opposed to federal aid to education and "interference" of national government with local affairs. Recently the U.S. Chamber of Commerce and the School Boards Association have picked up this angle and are urging their members to back the 2000 mc development (as against standard broadcast) as a means of preserving local autonomy and preventing control by outside "forces." This general thesis has also been promulgated in the Republican Congressional Committee Newsletter, which warns that ETV offers a potential for the Kennedy Administration to propagandize the public schools and give USOE a means of controlling what is taught in them.

The suggestion of substituting the 2000 mc system in place of standard ETV is answerable on the basis of the use limitations of the proposed system. (See Washington Report No. 15, November 1, 1962). Similarly, the fallacy of hypothetical (1/5--1/3 less) cost comparisons. It has the flexibility of multiple channels, but a six-channel system to cover a county would cost about \$300,000---enough for a first-rate ETV station with much broader coverage. We are now working out some more precise cost estimates as a basis for realistic cost comparisons.

The local autonomy angle is much harder to combat. It has a lot of emotional appeal, reinforcing as it does certain well-established fears and predispositions, and enough validity to gain some acceptance on a rational basis.

The judgment in each case, of course, ought to be made on what kind of job needs to be done and which system or combination of systems is best suited to that purpose. The proposed new service certainly has some splendid virtues and will be a useful addition in education's kit of tools. But it must be recognized for just what it is (a kind of closed-circuit multiple address system for special instruction of limited audiences) and not promoted as the answer to all of education's needs in the instructional uses of TV.

NAEB has always been in favor of any educational tool which has been responsibly tried and tested; the danger here is that a tool which has not had such a testing may be used as a weapon to inhibit the development of a tool whose usefulness to education has been thoroughly proven.

How Non-commercial Is or Should ETV Be?

Increased attention is being given currently to the non-commercial parameters of educational television. By license, the stations are prohibited from "promoting a sale or service." They can, however, broadcast programs underwritten by others when "no other consideration is received other than the furnishing of the program." In such cases, they are also required to identify via a limited courtesy announcement the institution or agency furnishing said program. However, such regulations open up a number of grey areas, leave unanswered a number of questions.

A joint committee of JCEB and NAB is now working on a memo entitled "Legitimate Underwriting of Non-commercial ETV Programs." This memo was occasioned by concerns expressed by NAB members who were disturbed at certain practices they felt were going beyond appropriate limits of non-commercial status. Instant concern was promotion in local papers of "Age of Kings," (BBC-NET) in which Humble Oil Co. was featured in display advertisements announcing broadcasts over local ETV stations.

There is also cautious interest being evinced in federal agencies concerning possible alteration in present rules so that educational stations might continue to operate non-commercially but also as non-profit enterprises. One approach: money might be received for broadcasting an outside program so long as it does not accrue to the benefit of individuals and is used solely to be plowed back into the station operation.

NAEB is watching all these developments closely, since they hold the potential of grave consequences for the future of educational broadcasting.

A Word in Your Ear

A determined effort will be made by opponents of federal aid to education to prevent any ETV appropriation by the 88th Congress. This means that an even more determined use of institutional and organizational strengths through individual and collective effort will need to be made by proponents to bring the case for financial implementation of the ETV legislation forcefully to the attention of Congress.

The period between now and the convening of Congress in January--while members are still in their home territory and available for discussion--provides a chance to acquaint them with this matter and to let them know about your operation and your problems and plans and in what ways federal assistance may be important to their constituency.

You may wish to write to those newly elected or re-elected to Congress from your state or district, enclosing a copy of your latest annual report and program brochure and inviting them to visit your station or institution.

As Logan Wilson points out: "Congress is our national legislative body, but the fact is that decisions in Congress very often reflect state and local pressures and counter-pressures...local or statewide expressions of concern are more likely to make an impact than statements from a national organization...By the same token,

the background that you provide your Senator or Representative while he is on the local scene will make more effective future contacts... after he returns to Washington."

It seems to me that many of us in educational broadcasting have an allergy to political activity that is unenlightened and naive. As educators, we quite properly are opposed to having politics affect the content of what is taught; but as educators and citizens in a democracy we not only have the right but the responsibility to be concerned about legislation and to make an effort to have what we consider the right laws passed and the wrong ones killed. Educational organizations and their constituents are entitled to take a point of view. You have the right and obligation to do what is legitimate and proper in a democracy--to try to affect legislation. It behooves all of us, as effective participants in a democratic system, to let our representatives know our views.

Meetings in November

President:

- 1st Dedication, WNYC-TV, New York, ceremony Gracie Mansion transferring FCC experimental UHF channel to New York City
- 5th M. Voison, of RTF Paris, State Department Leadership Training Program
Rex Lee, Governor, American Samoa, NAEB contract proposal establishing ETV system for Samoan schools
- 9th Dan Lacey, President, Text Book Publishers Council; proposed changes in copyright law
- 12th Joint Council on Educational Broadcasting, meeting, Washington, D.C.
- 14th Fred Siebert, Director ACE-USOE study on copyright and residual rights for ETV
- 15th Learning Resources Institute, annual meeting, Chicago
- 19th Ivan Nestigen, Under Secretary HEW: ETV appropriation plans, station activation
- 20th M. Renaud, U.S. Department of Agriculture Training Div. Dr. Gunnar Helen, Swedish Broadcasting Corporation
- 27th Prime Minister and Ambassador of Somali Republic - ETV for Somali
- 30th Griffiths Davis, Agency for International Development

Staff:

- 1st Mr. Lebow, Social Security Administration: possible underwriting of series of programs re Social Security for distribution to educational radio stations.
- 5th E. G. Burrows (Chairman, Network Committee and Network Manual Committee): consideration of future role and structure of NAEB Radio Network and revisions of NAEB Network Manual
- 5-7 Region III Music Directors Meeting, Ann Arbor--first NAEB regional workshop of this nature. Conferences with Leonard Feist, President, Associated Music Publishers, Inc. re problem of grand rights in use of music by educational stations.

- 16th NAEB Publications Committee Chairman and Managing Editor:
possible revisions in NAEB publications (Urbana)
 18th Hotel Representatives, Chicago; possible future NAEB
meetings
 19-21 Local Committee, Hotel Representatives, and Association
of Commerce Representatives, Milwaukee, 1963 NAEB Conven-
tion
 26-28 Washington Hotel Representatives: 1965 NAEB Convention

Upcoming in December

President:

- 2-3 NAEB Executive Committee Meeting, Chicago
 4-5 National Tele-Lecture Conference, Omaha; Participant,
Media Sharing Panel
 7th Broadcasters Liaison Committee, Brookings Institute
 13-14 STEMS Project, San Francisco, Advisory Board, USOE-
Alameda College project re training of educational media
specialists

Staff:

- 2-7 Memphis, Tennessee & Austin, Texas, planning for
1964 convention
 11-12 Washington Hotel Representatives: 1965 convention
 20th FCC National Advisory Committee

Addendum to Annual Report

The NAEB exists, as any professional national organization should, to serve its members. It is the members who are the Association--the people and institutions who are associated. The staff of the Association is merely the instrument to carry out the aims and objectives of the Association in day to day operations and in relations with other professional associations, with government and industry. In carrying out this function the staff may not always serve the general and long-range interest of all members as a total group and thereby the cause of the profession and of education.

As a quantitative supplement to the published annual report, the following record indicates in some measure the amount of effort and time expended by the staff in functions for the general good over and above routine operations and specific services for individual members.

<u>October 1, 1961 - October 1, 1962</u>	
Meetings and Conferences with Educational Institutions lasting from two hours to three days	President 44 Staff 40
Meetings and Conferences with Educational Organizations lasting from two hours to three days	President 35 Staff 42
Meetings and Consultations with Foundations	President 16 Staff 4

Legal Conferences with Association Lawyers and Lawyers from other Groups	President 19 Staff 35
Technical Conferences with Engineering Consultants, Industry Consultants and FCC	President 11 Staff 50
Meetings and Conferences with Industry Groups requiring more than four hours	President 28 Staff 17
Meetings and Consultations with Government Agencies requiring from two hours to two days	President 50 Staff 88
Legal Documents filed with FCC during past year	25
Comprehensive Memoranda furnished by NAEB Staff to White House, Members of Congress, Department of State, Agency for International Development, Department of Interior, U.S. Office of Education during the past year	6
Detailed Proposals written for Projects Pertinent to NAEB Development	10

FLASH--Degraded Metropolitan Broadcasts

Because apprehension has been expressed over possible violation of non-commercial license provisions by educational radio stations carrying the Metropolitan Opera broadcasts, NAEB recently issued a memo of warning to stations involved, pointing out that inclusion of incidental product references in the body of the program made the broadcasts commercial in nature and thus required identification as such on program logs.

As the result of the stir created by the memo in the Congress, FCC, etc., the agency handling the account for Texaco has now agreed to let the educational stations monitor out such commercial references and still provide line connections to enable nine NAEB stations to bring this distinctive cultural treat to their areas.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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